

CASE STUDY · DIGITAL PERSONA REPLICATION

Bringing the voice of a historic public figure into the *AI era*.

How RAIM Consulting Group designed and deployed a first-of-its-kind cultural-heritage AI experience — and packaged it as a reusable enterprise capability. Built on Anthropic Claude Code.

CLIENT

Cultural foundation honouring a historic public figure

SECTOR

Cultural heritage · Public sector

ENGAGEMENT

Persona engineering · Claude Code

GEOGRAPHY

Europe · Multilingual

AT A GLANCE

RAIM Consulting Group designed and deployed a **Digital Persona Knowledge Assistant** that authentically replicates the thinking, voice and conversational style of a historic public figure — using their complete written and spoken corpus. Built on Anthropic Claude Code, validated by foundation staff and subject-matter scholars, and packaged as a reusable enterprise capability for any organisation with a defining voice to preserve or extend.

THE CHALLENGE

A cultural foundation is the custodian of the intellectual legacy of a historic public figure — author, statesman and a defining moral voice of late-20th-century Europe. The archive is vast — but largely static, reachable only through traditional research.

The foundation asked a fundamental question:

Can the voice, thinking patterns and moral compass of a historic figure be authentically represented through AI — so that students, researchers, journalists and citizens can engage with their ideas in a living, conversational way?

Why it was hard

- Faithful representation of a real, beloved public figure — no fabrication, no distortion.
- Capturing nuance: humour, irony, philosophical depth, an unmistakable point of view.
- Multilingual fidelity across the figure's working languages — preserving meaning, not just words.
- Ethical guardrails for a culturally sensitive, historically significant subject.

THE SOLUTION

RAIM Consulting Group designed and built a Digital Persona Knowledge Assistant on Anthropic Claude Code. We treated persona replication not as a chatbot exercise, but as a structured engineering discipline — built in three layers.

01 SOURCE CORPUS & CURATION

Full ingestion of the figure's published works, speeches, essays, interviews and curated archive materials — with **provenance preserved on every response**.

02 PERSONA ENGINEERING

Codified style guide, recurring thought patterns, characteristic vocabulary and value framework — implemented as a Claude Code skill set the assistant draws on for every answer.

03 CONVERSATIONAL INTERFACE

A Claude-powered assistant that responds in the figure's voice on any question — grounded in source material, bounded by ethical guardrails, and reviewed by foundation staff and subject-matter scholars before release.

• BUILT WITH ANTHROPIC CLAUDE CODE

THE BENEFITS

Three outcomes the foundation now experiences.

Outcomes that any organisation deploying the Digital Persona pattern can expect.

QUALITY & CONSISTENCY	REACH & ACCESSIBILITY	INNOVATION LEADERSHIP
Authentic voice, every time. AI responses reproduce the figure's documented style, vocabulary and reasoning with high fidelity — validated by foundation staff and subject-matter scholars.	24/7, multilingual, global. From a quiet archive to a living dialogue accessible from anywhere — to students, academics, journalists and the broader public, across borders and languages.	A sector first. Among the first European cultural institutions to deploy a generative AI persona of a national figure — earning meaningful PR, educational and reputational impact.

FROM CULTURAL HERITAGE → ENTERPRISE CAPABILITY

What began as a cultural-heritage engagement is, at its core, an **enterprise-ready capability**. Any organisation with a defining voice — a founder, a brand, a body of work — can apply the same three-layer pattern.

How this can be re-used.

THE PATTERN, APPLIED

Persona replication is one of the most transferable patterns in generative AI. Any organisation with a corpus of authored material and a defining voice can apply the same approach — *the source changes, the engineering does not*.

USE CASE	HOW THE DIGITAL PERSONA PATTERN APPLIES
Founders & CEOs	Preserve leadership voice across geographies and generations — internal alignment, consistent decision frameworks, succession of tone.
Authors & artists	Extend the dialogue with a body of work — interactive engagement for fans, students and rights holders, without distorting the original.
Brands & marketing	One brand voice across teams, channels and markets — every piece of content sounds like the brand, not like a random copywriter.
Education & research	Conversational access to thinkers, scientists and historical figures — students learn by dialogue, not just by reading.
Family & legacy	Capture the voice of a parent, grandparent or founder while it can still be captured — a private, ethically-bounded family archive.

THE RAIM DIGITAL PERSONA FRAMEWORK

Corpus → Persona Engineering → Conversational Interface

Same three layers, regardless of the persona. *The corpus changes. The engineering principles do not.*

ABOUT RAIM CONSULTING GROUP

RAIM Consulting Group is a Prague-based AI and digital transformation advisory. We combine strategy, engineering and adoption in single engagements — turning AI capability into measured business outcomes. We specialise in Anthropic Claude implementations for European public-sector, cultural and Fortune-500 enterprise clients.

START THE CONVERSATION

Roman Antoř, Filip Gröschl
FOUNDER · RAIM CONSULTING GROUP
www.raimconsulting.com